



FRIENDS & FAMILY SALE

STYLE GUIDE

2025

JOB #: 1449253186A
IN MARKET DATE(S): FEBRUARY 1-2, 2025

PRIMARY

**friends &
family sale!**

HORIZONTAL

friends & family sale!

[DOWNLOAD ASSETS](#)

PRIMARY



ACE RED

CMYK

C 0
M 100
Y 81
K 4

RGB

R 227
G 25
B 55

HEX

d54443

PANTONE Black C

CMYK

C 0
M 0
Y 0
K 100

RGB

R 0
G 0
B 0

HEX

000000

WHITE

CMYK

C 0
M 0
Y 0
K 0

RGB

R 255
G 255
B 255

HEX

FFFFFF

This color palette should be used across all channels in typography, graphic elements and backgrounds.

Fonts have been selected for their simplicity, boldness and adherence to brand standards.
 Our standard price treatment remains the same throughout the quarter.

header

Roboto Bold

lowercase

Optical Kerning - 30

Subhead

Roboto Bold

Title Case

Optical Kerning - 0

Body

Roboto Regular

Sentence case

Optical Kerning - 0

Use the confetti background behind all creative. Place white boxes over the confetti so it doesn't interfere with the Ace Logo.



Confetti Background

[DOWNLOAD ASSETS](#)

Use this barcode for all print pieces.



Barcode

DOWNLOAD ASSETS

Collateral Examples



CASHIER SIGN

2 DAYS – IN-STORE ONLY / Feb. 1-2, 2025



The helpful place.

☆ ACE REWARDS EXCLUSIVE ☆

friends & family sale!



8003 5374

20% off*

your purchase of regular-priced merchandise

*Valid for a single transaction at participating Ace Hardware stores from February 1–February 2, 2025 for Ace Rewards members only. Not valid on acehardware.com or the Ace mobile app. NOT VALID ON ALL BRANDS OR OFFERS EVEN IF SHOWN IN THIS AD AND NOT VALID ON THE FOLLOWING UNLESS SPECIFIED IN THE OFFER: rentals, services, extended warranties, gift cards, gov't issued items, building materials, pet food, fuel, power tools/equipment, water heaters, grills, Benjamin Moore®, Big Green Egg®, EGO®, Magnolia Home by Joanna Gaines®, STIHL®, Toro®, Traeger®, Weber®, YETI®, and such other items individual stores or acehardware.com/exclusions may designate. Coupon must be presented by Ace Rewards member at time of purchase. Once redeemed, the coupon may not be redeemed again in any format. Offer is void if coupon is duplicated or transferred. Cannot be used with any other coupon, except an Ace Reward. Customer is responsible for any sales tax. Purchase minimum is calculated before tax, shipping, handling, assembly and delivery (none of which are discountable), and before applying reward redemption. No cash value. Discount is allocated across all qualifying items in transaction. If merchandise is returned, customer will receive discounted price paid and coupon will not be replaced. By redeeming this coupon, you agree to Ace Rewards Terms and Conditions, available at acehardware.com/rewards-terms, which are expressly incorporated herein and subject to change.

CASHIER SIGN - PRINT AND DISPLAY AT CHECKOUT

BAGSTUFFER

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REWARDS MAILER EXAMPLE

congrats!

Your reward is here!

2025 COLOR TRENDS

The 2025 Clark+Kensington palette brings together flexible colors that cater to the ever-changing need for home to be a place to live, work, and play. Find these colors at your local Ace.

CLARK+KENSINGTON

These colors work together effortlessly to help create welcoming rooms that feel good.

WALL: Let it be Blue	WALL: Sherwin White
WALL: Let it be Blue	WALL: Sherwin White

FROM BROWN AND PATCHY...
TO THICKER AND GREENER!

We prescribe the RIGHT products at the RIGHT time!
Our best price guaranteed!

Scan to Get Your Prescription for a Beautiful Yard

ACE YARD RX

ACE Yardcare products only during current calendar year

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ACE REWARDS

Sample A Sample | Member #: 9999999999

\$10 REWARD*

EXPIRES XX/XX/XX

QR BARCODE

ACE Hardware STORIES

NOW STREAMING

prime video | tv+ | Google Play | Roku

Witness 100 Moments of Helpful in Our Mini Documentary Series

acehardware.com/heartwarestories

B-SPOT - A57-63

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8003 5374

INTRODUCING
ACE
YARD R

OFFERS VALID 2/1/25 - 2/28/25
Unless otherwise stated. *See mail panel for details.

BUY TWO GET ONE FREE

Clark+Kensington® Royal® and Magnolia Home by Joanna Gaines® Paint Gallons*

Limit 2 free gallons per offer. Clark+Kensington and Royal offer cannot be mixed and matched with Magnolia Home by Joanna Gaines paint offer. Free gallon must be of equal or lesser value.

OFFER VALID 2/1/25 - 2/28/25

WALLS & TRIM: Clark+Kensington Chipotle Pepper D5A-S

SALE \$2.00 each

Select Reading Glasses, Lighters, Scissors, Magnifying Glasses and More*

Assorted varieties.

ACE REWARDS EXCLUSIVE SAVE INSTANTLY \$2

Select Laundry Products**

- 1000851, 1015237, 1670223, 1000631, 1314681, 1309533, 1034202, 1034201, 1034200, 1034199
- Tide® PODS® Ultra Oxi, 1025856, 1025857 - Ace Rewards Exclusive*, SAVE \$2.00 INSTANTLY.
- Bounce® Dryer Sheets, 80 Ct., 1367036... Ace Rewards Exclusive*, SAVE \$1.00 INSTANTLY.

SALE 2/\$10.00*

Ace® Premium Spray Paint + Primer, 12 Oz.

Assorted colors and finishes.

*MUST BUY 2 OR MORE

MIX & MATCH

SALE 2/\$12.00*

Ace® Rust Stop Spray Paint, 15 Oz.

Assorted colors and finishes.

*MUST BUY 2 OR MORE

MIX & MATCH

\$14.99 each

Flex Seal®, Flex Paste®, Flex Tape® or Flex Glue® Rubberized Sealants*

- 6665004, 6015026, 6018526, 6215107, 6018525, 6238554, 6015027, 6295950, 6406383, 6406391, 6654909, 6004363, 6715163, 6715171, 6004382, 6084315, 6084314, 6046383, 6215107, 6015027, 6015026
- Flex Shot® Rubberized Caulk & Sealant, 6266985, 6266993... SALE \$16.99 each.

**Not all eligible products are pictured. See store for more details or if product SKUs are listed, you can type the SKU(s) into search bar on acehardware.com for full product description

2 DAYS - IN-STORE ONLY / Feb. 1-2, 2025

ACE REWARDS EXCLUSIVE friends & family sale!

20% off your purchase of regular-priced merchandise

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ACE REWARDS EXCLUSIVE SAVE INSTANTLY \$2

Select Duracell® Batteries**

- AA or AAA 16/pk., C or D 8/pk., 9V 4/pk.
- 3166659, 3166675, 3102605, 3100856, 3100476

Limit 4 total.

**Not all eligible products are pictured. See store for more details or if product SKUs are listed, you can type the SKU(s) into search bar on acehardware.com for full product description

\$2 OFF ACE REWARDS EXCLUSIVE SALE \$11.99 \$9.99 each

Select Glad® and Hefty® Trash Bags**

Assorted sizes and styles.

- 6079506, 6082745, 6108328, 6030448, 6185789, 6292239, 6030447, 6109391, 6109383, 6185805, 6031806

Limit 10 each at this price.

**Not all eligible products are pictured. See store for more details or if product SKUs are listed, you can type the SKU(s) into search bar on acehardware.com for full product description

to Get Your Prescription for a Beautiful Yard



REWARDS TO EXAMPLE - B-SPOT

Find everything you need right at your fingertips

The Visual Search function in the Ace mobile app makes it easy to search thousands of products and find exactly what you're looking for.

Download Our App

step 1:
download the Ace mobile app

Scan the QR code to download the Ace mobile app. Open the app and select **SHOP**.

Get a **\$10 bonus** when you download the Ace mobile app!

step 2:
take a photo

In the search bar, select the **CAMERA ICON** and allow the app to access the camera. Then **TAKE A PHOTO** of the item you are looking for.

step 3:
get results

Select **CHOOSE** and the Ace mobile app will scan the photo and search thousands of products on AceHardware.com to display items that match your search.

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Heartware
STORIES

prime video
apple tv+
Google play

acehardware.com/heartwestories

NOW STREAMING

Roku

B-SPOT - A10-12

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